$1.25 a copy; $55 a year

Monday, August 12, 1985

Advertising Age®

Crain's International Newspaper of Marketing © Entire contents copyright 1985 by Crain Communications Inc. All rights reserved.

Franchising comes to fashion as both Benetton (and its pics of young ethnics in complementary clothes) and the Gap—trying to shed its blue-jean image—look to McDonald's as a model.

'Fast fashion' hot retail arena

By PAT SLOAN

NEW YORK—Luciano Benetton sees his company as a competitor of McDonald's. Esther Unterman thinks of McDonald's founder Ray Kroc as a sort of guru. But, neither of them sells fast-food.

What both push is fashion—fast fashion.

As president of Aca Joe, a franchised retail chain in the U.S. that grew out of the original Acapulco Joe in Mexico, Ms. Unterman believes that, like McDonald's, she is "offering people what's needed: Quality, moderate prices and great service. It's simplification and you need it in your life. People have little spare time to investigate different designers."

At Benetton, this comparison is drawn: "The fast-foods distribution plan and production concept of one nerve center is very similar to ours," assays a spokesman who pinpoints another commonality. "People with a lot of things to do in a limited amount of time can go

(Continued on Page 73)

Tropicana account squeezed from B&B

By STEWART ALTER

Days after Beatrice Cos. fired its controversial chairman James Dutt, its Tropicana Products subsidiary last week pulled its $15 million ad account from Benton & Bowles, New York.

The split, which an agency internal memo says was "initiated" by the client but "precipitated in part by us" and "with which we don't disagree," ends a 14-month relationship that began dreamily but turned sour five months ago when Beatrice installed new management at the Bradenton, Fla., company.

A Beatrice spokesman said the timing of B&B's firing was unrelated to that of Mr. Dutt. The spokesman said it was not a move to consolidate agencies, which has been central to the company's marketing strategy, and left open the possibility that the $15 million account could be assigned to an agency not now in the Beatrice family.

An agency source said Beatrice is expected to contact prospective new agencies this week. In April, 1984, when it first won the Tropicana business, B&B was nothing short of jubilant, with senior vp Theodore Burnett stating at that time, "We put more time into this than any other new business we've gone after"

After the sudden departure of chairman James Dutt, who's Beatrice now? See Page 3.

(AA, April 30, '84). The competition pitted B&B against MCA Advertising, the incumbent; Ted Bates Advertising/New York, and D'Arcy MacManus Masius, which shortly will merge with B&B and whose Beatrice assignments in Chicago, including County Line cheeses, are unaffected by the Tropicana move.

B&B itself continues to work with Beatrice, having become the first agency two months ago to win an assignment from Beatrice's new-products group, and also

(Continued on Page 72)

Fending off Campbell's dry-mix entries

Lipton ladles new soups

By GAY JERVEY

Thomas J. Lipton Inc., No. 1 marketer of dry-soup mixes, next month will introduce two new product lines just as canned-soup king Campbell Soup Co. makes a heavy foray into the dry-soup arena.

Triggering what promises to be the most aggressive soup season in its 70-year history, Lipton will begin national distribution Sept. 1 of both International Soup Classics, a family of upscale entries, and an expanded and repackaged line of Hearty Soup mixes, billed as containing more chicken and beef than regular dry soup. Young & Rubicam, New York, handles both products.

Campbell's line of dry Quality Soup Mix items is due on supermarket shelves this fall as well, backed by a $20 million ad campaign by Leber Katz Partners, New York (AA, July 15).

Sources said Englewood, N.J.-based Lipton will nearly double its 1984 soup spending, estimated at some $25 million. Lipton won't disclose its ad budget, but the company is expected to spend heavily for its flagship soup lines as well to fend off Campbell.

The $434 million dry-soup market—of which Lipton has an estimated 45%—is no doubt alluring to Campbell. According to Anthony Franke, vp-food division at Lipton, per capita consumption of canned soup rose just 2% from 1983 to 1984, compared with a 10.1% gain for dry soups. Of that, instant varieties grew by 17.3%, versus 8.2% for regular mixes.

During the past few years, Lipton has beefed up its sales, marketing and new-product development efforts. The company recently named James Benson as senior vp-marketing, a post that was vacated a year and a half ago when Dolph Von Arx was promoted to exec vp-general management. Mr. Frank succeeded Mr. Benson as vp-food

(Continued on Page 72)

Last Minute News

McCann asks sister shops for Coke ideas

NEW YORK—McCann-Erickson reportedly has asked sister Interpublic agencies SSC&B and Marschalk Co. to help come up with ideas for new Coca-Cola advertising. McCann officials could not be reached for comment. A Coca-Cola USA spokesman said the company was not aware that these agencies were working on any ads for it and Coke has not assigned them any responsibilities. Sources at parent Interpublic say all agencies have pitched in periodically and this would not be unusual.

CBS is first net to sell stand-alone 15s

NEW YORK—CBS Television Network has become the first tv network to sell stand-alone 15-second units. The three nets now sell 15-second units only as part of a split-30 unit. CBS says it decided to sell the 15s because many advertisers now have 15-second commercials.

(Continued on Page 8)

NEWSPAPER

AA
DC2001 4CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

McCann: New role at Buick

By JESSE SNYDER

TROY, MICH.—McCann-Erickson says it will handle factory media funds for Buick dealer association advertising, wresting control from Competitive Edge, Albuquerque.

The media-buying assignment, estimated at $10 million to $15 million, takes effect Sept. 1. In one sense, it restores McCann to the same status as other General Motors Corp. car-division agencies, which already handle factory contributions to dealer ad associations.

McCann also won permission to

(Continued on Page 72)

Who will take over Ward's catalog?

By PAUL L. EDWARDS and LAURIE FREEMAN

CHICAGO—Montgomery Ward's decision to abandon its catalog operations at the end of this year and concentrate on retailing appeared to bring an end to the business begun by Montgomery Ward in 1872. But ADVERTISING AGE has learned that far from being over, discussions are under way that could result in the catalog operation being transferred to Signature Group, Ward's wholly owned subsidiary engaged in financial, insurance and automobile club direct marketing.

Further, Harold Schwartz, who joined Montgomery Ward in December as vp-direct marketing to develop a line of specialty catalogs, is holding discussions with Ward's in an effort to buy the operation himself.

Ward's and Signature officials acknowledge that they are looking at the transfer of catalog operations to Signature, but would not comment further. Mr. Schwartz also declined comment.

Mr. Schwartz, who came to Montgomery Ward after resigning the

(Continued on Page 69)

Twist and shout

The new "twist" in cigaret marketing broke Aug. 5 in test markets when Philip Morris began sales of Concord, a new smoke with what PM calls the "flavor control filter" (AA, July 22). With a twist of Concord's filter, smokers can regulate the cigaret's tar delivery from a minimum of 5mg to a maximum of 15mg, or anywhere in between. Concord regular soft pack will test in Little Rock and Spokane; menthols will move into Birmingham and Fort Wayne. Leo Burnett USA, Chicago, handles.

Honig channels his tv expertise at LKP

By STEWART ALTER

Leber Katz Partners, New York, seeking over-all creative leadership to focus its billings growth and a broadening client list that's becoming more tv-oriented, has named onetime Doyle Dane Bernbach creative boss Marvin Honig to the new post of exec vp-chief creative officer.

M. Honig

"I believe an agency as large as ours, growing as fast as we are and in the direction we are, needs a single creative leader," said Jonathan Adams, who became president-chief operating officer 10 months ago as one in a series of steps (of which Mr. Honig's joining is the latest) to establish a new generation of management at LKP.

"The system of multiple creative leaders, which we've had, makes it difficult to have a single creative leadership, single standards and a single philosophy," continued Mr. Adams. Creative responsibilities had been shared by senior vps Jack Silverman, Charlie Piccirillo and Alex Mohtares. They now report to Mr. Honig, who comes off a short stay at Geers Gross Advertising, New York, as vice-chairman/executive creative director.

LKP, now a $280 million shop, is considered strongest in the marketing and new-products areas, with new products it has helped launch accounting for 80% of its billings.

"Our creative product has been very solid and effective at introducing new products and growing our clients' businesses, but between solid and excellent there is a difference," Mr. Adams said.

Besides providing a creative focus, Mr. Honig can also be expected to help provide LKP with a specific type of creative talent, namely, tv advertising. Only 24% of LKP's billings are in tv, a small percentage for an agency of its size.

Once primarily a fashion and retail

(Continued on Page 70)

Highlights

Contemporary-hit radio, the most popular radio format in the country for the past two years, may be going into eclipse, according to a leading radio consultant. *See Page 10.*

Scotch marketers are rethinking their oak-paneled positioning and staid strategies as they try to regain momentum in a slack market. *See Page 12.*

Professional wrestling has become an accepted sport, an entertainment, a modern morality play and more, according to Bert Randolph Sugar, former advertising vp and longtime wrestling fan. *See Page 28.*

CORPORATE CLOSEUP

Shane O'Neil didn't volunteer. He was drafted by his father, as the elder O'Neil was by his father. Now here he is: Thirty-eight years old, self-assured, easygoing and president of RKO General, a storied but troubled media company with three tv stations, six radio stations, a film production division, a Pepsi-Cola bottling operation, a faltering airline and a very active legal department. *See Page 4.*

FORUM

Robert Bloom, chairman of Bloom Cos., discusses merger mania among ad agencies. *See Page 18.*

Jeremy Feigelson says Brooke Shields' book can make a difference in your life—if you're a movie star trying to get along in an Ivy League university. *See Page 18.*

INTERNATIONAL

An Advertising Age survey discovers that the anticipated record year of growth in international advertising expenditures hasn't materialized during the first six months of 1985 and it doesn't appear that the situation will improve for the rest of the year. *See Page 42.*

Former Democratic vice-presidential candidate Geraldine Ferraro gets a Japanese print ad pulled because it used her photograph without permission. *See Page 44.*

VIDEOTECH

In the tradition of "Band Aid" and "We Are the World," which aided world hunger relief efforts, a San Francisco commercial producer wants to put together a public service rock video on another topical subject—missing children and child exploitation. *See Page 47.*

DIRECT MARKETING

Brooklyn-based Videologue soon will be offering 2 million owners of videocassette recorders an opportunity to buy directly from their catalog. Unlike conventional catalogs, however, the Videologue is a 30-minute videotape that displays its products in action. *See Page 56.*

National Coupon Inserts has deferred the debut of its newspaper freestanding inserts until next year, and also has cut its schedule. *See Page 56.*

NEW PRODUCTS

Jeffrey Martin Inc. is drawing on the reputation of its Topol tooth polish in expanding the line to include Topol smoker's mouthwash. *See Page 67.*

COMING THURSDAY

SPECIAL REPORT

New testing and analysis techniques, sophisticated premiums and product tie-ins with movies are combining to convert sales promotions to the Cinderella of marketing.

REGULAR FEATURES

ADBEAT	65	OBITUARIES	6, 48
ADVERTISING MARKETPLACE	51	ON THE LOOSE	37
AGENCY PEOPLE	50	PERSONAL PRIVILEGE	22
BAR/AA NEW TV PRODUCTS	57	PHOTO REVIEW	38
BEST OF PRESS	34	PRESSTIME	8
BRADY'S BUNCH	48	REGIONAL NEWS	54
CAMPAIGNS BREAKING	6	VIDEOTECH UPDATE	46
CON-SID-ERATIONS	16	WORLD NEWS ROUNDUP	3
CORRECTIONS & CLARIFICATIONS	6		
EDITORIAL	16	FIGURES TO FILE	
FOR THE RECORD	69		
FORUM	18	AGENCY FINANCIAL RESULTS—2nd QUARTER	74
GETTING PERSONAL	26	NEWSPAPER AD SPENDING IN APRIL '85	34
LETTERS	20	PET FOOD MARKET SHARES & SALES	31
MARKETING BY MAIL	56		
NEW PRODUCTS	67		

Vol. 56, No. 62—ADVERTISING AGE (ISSN 0001-6899) is published twice weekly except once a week the first week in January, the first week in July, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.25 a copy on Monday, 75¢ a copy on Thursday, $55 a year, $100 two years. Add $143 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

Murdoch buys Metromedia's tv syndie arm

By VERNE GAY

New York—In what may be the final addition to his tv empire, Rupert Murdoch has purchased Metromedia Producers Corp., Los Angeles, for an undisclosed sum.

The syndication arm of Metromedia Inc., Secaucus, N.J., is perhaps best known for co-producing extravagant first-run failures such as "Thicke of the Night" and the "soap flopera" "Rituals." The unit was set adrift after Mr. Murdoch purchased the Metromedia tv station group for $2.1 billion (AA, May 9).

The buyout of MPC ensures the unit will survive, though sources said the final form is unknown. Mr. Murdoch may fold it into 20th Century Fox Film Corp., Los Angeles, a major tv producer and syndicator, of which he is half-owner with Marvin Davis.

In Metromedia Producers, Mr. Murdoch gets a unit with a checkered track record. While MPC is fairly strong in off-network syndication, its first-run failures contributed to the belief that a fourth network is unattainable. Mr. Murdoch, however, has often been described as desirous of a fourth network and with MPC he at least buys a company that's been trying.

The acquisition throws into question the future of Metromedia Television president Bob Bennett,

(Continued on Page 70)

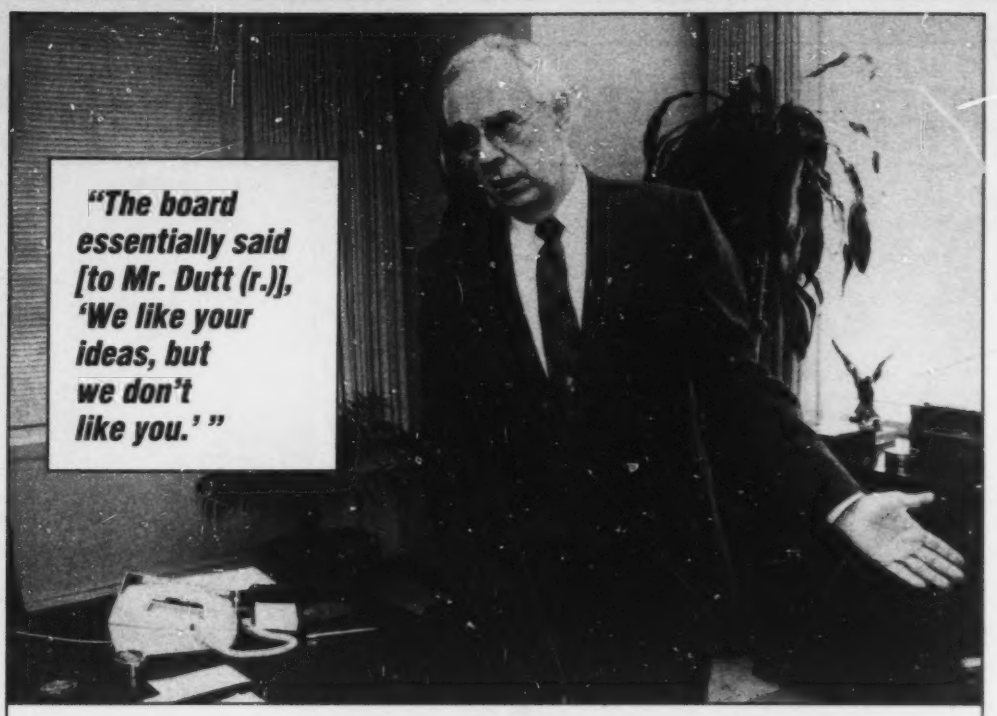
Late West Coast news

20th Century Fox to stick with JWT

Twentieth Century Fox Film Corp. will stick with its current agency, J. Walter Thompson Entertainment, on its $35 million account, Fox marketing president David Weitzner decided late last week. The former marketing head of Avco Embassy, who joined Fox four months ago, acknowledged the studio had been talking to Los Angeles agencies, but described the process as an "informal overview." BBDO/West, Benton & Bowles, Bozell & Jacobs, Needham Harper Worldwide and N W Ayer all had made overtures to Fox regarding the account.

Vita-Fresh Co. will introduce the first chewing gum containing eight essential vitamins next month in Denver, Phoenix and Tucson market tests. The Garden Grove, Cal., vitamin company will support the Vita-Fresh chewing-gum launch with a schedule of animated tv commercials, presumably playing up its dietary benefits, starting the second week of September. The gum will be available in spearmint, peppermint and bubble-gum flavors. The company, making its first foray into the $1.8 billion market dominated by William Wrigley Jr. Co., is in the process of expanding its manufacturing and warehousing capacity by acquiring Sharpe Nutritionals, a New York-based vitamin and

(Continued on Page 72)



After dumping of Dutt, who's Beatrice now?

CHICAGO—The departure of Beatrice chairman-ceo James Dutt eliminates only the focal point for many of the questions that have been raised about the future of the nation's largest diversified foods company.

The questions, and the task of finding satisfactory answers, remains for retired vice-chairman William Granger Jr., who was named by Beatrice's board of directors to replace Mr. Dutt Aug. 3.

Mr. Granger inherits leadership of a company that has lost most of its top executives and where morale is said to be critically low among those who remain (AA, July 29).

Problems caused by Beatrice's $2.7 billion acquisition last year of Esmark, including questions about which of the latter's business units to keep and which to sell, and how to further reduce Beatrice's heavy debt load that resulted from the buy, also are still to be resolved.

Most analysts say they expect few major changes in Beatrice's strategic and marketing directions in the near future. "The board essentially said [to Mr. Dutt], 'We like your ideas, but we don't like you,'" said E.F. Hutton analyst George Novello.

As such, Mr. Dutt's plan to make Beatrice a more

(Continued on Page 75)

Ogilvy, FCB escape poor quarter trend

By STEWART ALTER

NEW YORK—The slowdown in ad spending, which many agency executives have confirmed is in the cards for the second half of the year (AA, Aug. 5), already seems to be in evidence in disappointing second-quarter results for the public ad agencies.

With the exception of Ogilvy Group and Foote, Cone & Belding Communications, most of the public shops have reported declines or only very modest increases in second-quarter net income or first-half earnings *(see chart on Page 74)*.

While these are comparisons with a very strong 1984, in which the Olympics helped boost ad spending, the earnings declines apparently reflect three general causes: Unrealized revenues expectations; individual problem spots at different agencies, and the impact of the strong dollar, a situation that recently has reversed itself and should have a positive impact on third-quarter results.

"It would have surprised absolutely nobody that comparisons this year would be difficult, but we are already seeing slowdowns in the second quarter," said Charles Crane, who follows agency stocks at Oppenheimer & Co. "Some agencies have set expense budgets in anticipation of a certain rate of growth throughout the year, but that growth rate is now falling behind."

But, added Mr. Crane, "each individual situation has its own explanation. So it's difficult to make broad generalizations."

BBDO International, which has the largest agency group in South Africa, has seen business problems related to that country's difficulties. "Specialized businesses are the first to turn down," said exec vp Steve Kahler, referring to problems that occurred first with BBDO's nonagency subsidiaries, "but it's beginning to affect the whole business."

Mr. Kahler also noted that the agency started seeing a slowdown in the fourth quarter of 1984, but "did not take it as an ongoing signal" and kept expense spending up. "It's not going to be a gangbuster year," said Mr. Kahler. There's still "a good chance" it could be up, "but not dramatically. There's no way for that after being down two quarters in a row."

Other agencies have also run into specific business-segment problems. Doyle Dane Bernbach Group cited a "softness in advertising expenditures most notably in the agriculture sector" this year. DDB also cited the absence of hefty Polaroid Corp. and Atari billings this year, which DDB had in 1984's first half.

Mickelberry Corp., which suffered the largest decrease in earnings among the public agencies this year, also has had some problems. Calvillo, Shevack & Partners, for-

(Continued on Page 74)

For Pete Rose, few endorsement hits

By ROBERT RAISSMAN

A few days before last week's two-day Major League Baseball strike, a reporter asked Pete Rose about the owners trumpeting the fact that the average baseball player's salary is more than $300,000.

Mr. Rose reminisced about the time he entered the free-agent market, visited several owners and came away with a very lucrative deal. "I got what I wanted," he said, "and I didn't have to put a machine gun to any owner's head to get it."

That is the same approach Taft Merchandising Group, the New York-based subsidiary of Taft Broadcasting Co., Cincinnati, is taking in marketing the 44-year-old player-manager of the Cincinnati Reds who, when play resumed last week, was just 24 base hits from breaking Ty Cobb's 57-year-old record of 4,191 career hits.

When Taft gained Mr. Rose's marketing rights in October, Bill Hayes, managing director of Taft's sports division, decided not to pitch Mr. Rose to companies strictly on the basis of his quest to break Cobb's record—even though that inevitable event loomed as baseball's promotional equivalent to "Who Shot J.R. Ewing?"

Taft is telling advertisers the quest for the record will generate a tremendous amount of national publicity. That fact, added to the events comprising the Rose career, makes a Pete Rose package considerably more attractive than it was five years ago, according to Mr. Hayes. Although Mr. Rose has appeared in a number of national commercials, most notably for Beecham Products' Aqua Velva and Combe Inc.'s Grecian Formula, industry sources said he has been hard to sell.

"Pete hasn't gotten the endorsements he has deserved over the years," said an agent who declined to be identified. "He's out of the rough-and-tumble Ty Cobb mold, not the Steve Garvey goody-goody type."

Since signing with Taft, Mr. Rose has landed just one major national endorsement: General Mills for Wheaties.

His other promotions have not exactly been blockbusters: A hitting training device, assorted caps, t-shirts, key chains, a portrait by Andy Warhol that will be available in silk-screen prints for $2,000 each and a Rose collage going for $175.

Record breakers have had a tough time

(Continued on Page 70)

French doors open to tv commercials

By CLAIRE WILSON

PARIS—Independent commercial tv will finally become a reality in France following the government's long-awaited decision earlier this month to allow two networks to begin operating next year.

In addition, about 50 local commercial stations will be allowed to operate regionally.

The programing on one network will be general interest; the other will feature an all-music format.

Advertisers in France eagerly welcomed the development. They are accustomed to three government-run networks, each of which offers only about 21 commercial minutes a day, and one pay tv station.

"This is what we've been waiting for," said William Tragos, ceo at New York-based TBWA, an agency billing about $42 million in France. "Every single advertiser in France wants more tv time.

"France is a big market where per capita advertising expenditures are low because of the lack of television broadcast time," Mr. Tragos said. "The two new commercial networks are going to make France a buoyant market.

"You can compare it to Italy,

(Continued on Page 74)

World News Roundup

LONDON—Peugeot Talbot moved its $16.8 million U.K. auto account from D'Arcy MacManus Masius to Havas Conseil Marsteller, according to HCM's office here. But HCM's New York office denied the agency won the account. HCM handles Peugeot in seven European nations and last week merged its office here with a local shop to form HCM London. Peugeot could not be reached for comment.

FRANKFURT—Grey Advertising acquired a majority share of Konsell Partners, billing $22 million. With it comes Grey's second piece of Mars business. In July, Grey won its first Mars account in Japan.

HERZOGENAURACH, W. GERMANY—Wimbledon champion Boris Becker signed a contract with Puma, the German sportswear and equipment company, to endorse the B. Becker tennis racquet and tennis shoe. Both will be marketed in the U.S.

VEVEY, SWITZERLAND—Nestle S.A. reported that its acquisition of Carnation Co. pushed sales during the first six months of 1985 up to about $9.6 billion, a 52% increase over the same period last year.

DUESSELDORF—Toyota Motors moved its $10 million German account to Baums Mang & Zimmermann, a local agency that used to han-

(Continued on Page 42)

Records will warn: It's X-plicit

WASHINGTON—Recording companies have agreed to apply a generic warning label to records and tapes containing explicit references to sex, drugs, alcohol and violence.

Stanley Gortikov, president of the Recording Industry Assn. of America, announced the move here last week.

The concession comes in response to a well publicized campaign by the Parents' Music Resource Center, a group demanding

(Continued on Page 74)

Cats trigger pet-food gains

By JOHN C. MAXWELL JR.

Last year was a fairly good one for the pet-food industry, with a 6.4% gain in retail sales. Moist dog food and soft dry dog food enjoyed the greatest annual gains, rising a respective 14.2% and 40.8%.

The dog-food category enjoyed a 5.3% increase in dollar sales, but the biggest winner was the cat category, up 8.3% thanks to a new segment, "Cat treats," which was included this year for the first time.

A recent entry onto the pet-food scene, cat treats already have more than $17 million in retail sales. Canned cat food led existing categories of cat food with an 8.1% gain.

The reason for the increase in the cat area appears to have a lot to do with demographics. While dogs still are the No. 1 pet, cats are gaining fast. Indications are that the cat population is increasing, while the dog population is flat to decreasing.

With more than 23% of the population single, more women working, increasing numbers of apartment dwellers and an aging population as a whole, cats, and thus cat-food sales, are on the rise.

It is interesting to note that more than 75% of all pets in the U.S. now eat some type of commercially prepared food. This again relates to demographics. With more women working, there is less time to prepare full-scale meals and more single-serve, convenience foods being used.

The canned dog market was down 2% to 3% in unit volume in 1984, and appears to be going through a similar decline in unit volume through the first five months in 1985. In the dry dog-food category, unit volume was about flat throughout 1984, but in the first five months of 1985 we are beginning to see a decline. This has been and probably always will be the largest pet-food category, due to the price/value consideration.

The moist dog-food category also experienced a volume decline in 1984 of 6% to 8%. However, the rate of decline in this category has slowed. The 1984 decline was slower than that of previous years, and so far through 1985 units appear to be flat to down about 2%.

In cat food, the largest growth is coming from the dry cat-food area, which had a unit volume increase of about 5% year-to-year in 1984 and is running up about the same percentage for year-to-date 1985. The canned cat-food area was up about 3% in 1984 versus 1983, and is up another 3% through the first five months of 1985. It should be noted that for this category, virtually all the growth is coming from the specialty or "gourmet" segment. This area had gains of about 9% and 8%, respectively, in 1984 and for 1985 year-to-date.

The other part of the canned cat-food segment is the "maintenance," or cereal-based products, which are down 9% and 8%, respectively for the 1984 and 1985 periods. Moist cat food saw total unit growth of about 1% in 1984, with a fairly flat performance thus far in 1985. As the cat population grows, and owners cater to their felines' finicky tastes with gourmet products, cat treats could become a small but profitable specialty segment.

Purina retained the No. 1 position, but had a market-share decline of a little more than a share point to 27.1%. Nestle's Carnation lost a half share point, but retained its No. 2 position with 11.4% of the market. The top seven companies as a whole remained basically unchanged, with the exception of GrandMet's Alpo and Quaker Oats. Quaker moved into sixth place with 6.3% of the market, while Alpo dropped to No. 7 with 5.9% share.#

Mr. Maxwell is with Furman Selz Mager Dietz & Birney, New York.

Market share by company

Ralston and Carnation both saw percentage shares slip, but retained their dominance in the market. Figures in millions of dollars and share of market. Source: John C. Maxwell Jr.

Company	1983	Per cent share	1984	Per cent share
Ralston Purina	1,398.5	28.3	1,424.9	27.1
Carnation	585.3	11.9	601.6	11.4
Kal Kan	421.8	8.6	466.9	8.9
Heinz	367.8	7.4	392.8	7.5
General Foods	364.5	7.4	350.2	6.7
Quaker Oats	272.7	5.5	332.1	6.3
Grand Met USA	296.5	6.0	310.5	5.9
All others	1,232.0	24.9	1,375.9	26.2
Total	$4,939.1	100.0%	$5,254.9	100.0%

Annual sales by type of product

Soft-dry dog food led across-the-board sales increases. Figures in millions of dollars. Source: John C. Maxwell Jr.

Brand	1983	1984	Change
Dry dog food	1,725.0	1,779.0	3.1
Canned dog food	827.3	838.0	1.3
Dog treats	275.0	291.0	5.8
Moist dog food	186.5	213.0	14.2
Soft-dry dog food	148.1	208.5	40.8
Total dog food	3,161.9	3,329.5	5.3
Canned cat food	$898.0	$971.0	8.1
Dry cat food	626.4	670.6	7.1
Moist cat food	252.8	266.4	5.4
Cat treats	—	17.4	—
Total cat food	1,777.2	1,925.4	8.3
Total dog & cat food	4,939.1	5,254.9	6.4

Cat food sales

The popularity of cats as pets for single people and working women is giving cat food sales a boost. All figures in millions of dollars. Source: John C. Maxwell Jr.

Brand	Manufacturer	1983	1984
Canned cat food			
9-Lives	Heinz	259.0	274.0
Kal Kan	Kal Kan (Mars)	151.0	165.0
Friskies Buffet	Carnation (Nestle)	147.0	145.0
Fancy Feast	Carnation (Nestle)	55.0	83.4
Purina 100	Ralston Purina	64.1	67.4
Puss'n Boots	Quaker Oats	23.9	22.1
Bright Eyes	Carnation (Nestle)	22.3	41.7
Friskies	Carnation (Nestle)	13.6	8.2
Tabby	Grand Met (USA)	2.5	3.1
All Others		159.6	161.1
Total		$898.0	$971.0
Dry cat food			
Cat Chow	Ralston Purina	146.0	149.0
Meow Mix	Ralston Purina	95.8	97.7
Friskies	Carnation (Nestle)	65.6	85.7
Crave	Kal Kan (Mars)	53.3	57.2
Special Dinners	Ralston Purina	45.9	48.9
Thrive	Ralston Purina	46.3	38.0
9-Lives	Heinz	34.3	37.3
Chef's Blend	Carnation (Nestle)	32.6	34.5
Kitten Chow	Ralston Purina	14.9	17.0
Alley Cat	Ralston Purina	0.6	6.1
Fish Ahoy	Carnation (Nestle)	7.1	3.1
All Others		84.0	96.1
Total		$626.4	$670.6
Moist cat food			
Tender Vittles	Ralston Purina	137.0	131.0
Happy Cat	Ralston Purina	58.2	81.4
9-Lives/Square Meal	Heinz	25.1	24.6
Moist Meals	Quaker Oats	19.9	18.2
Moist & Tender	Benco	1.6	2.2
All Others		11.0	9.0
Total		$252.8	$266.4

Dog food sales

Although volume is generally down slightly, dog food dollar sales recorded a 5.3% increase. Dogs are still the No. 1 pet. All figures in millions of dollars. Source: John C. Maxwell Jr.

Brand	Manufacturer	1983	1984
Dry dog food			
Dog Chow	Ralston Purina	254.0	260.0
Puppy Chow	Ralston Purina	167.0	168.0
Gravy Train	Gaines	120.3	135.0
Dog Meal (Hi-Pro)	Ralston Purina	87.3	89.2
Meal Time	Kal Kan (Mars)	67.8	80.5
Alpo Beef Flavored Dinner	Grand Met USA	62.0	78.5
Come 'N Get It	Carnation (Nestle)	67.9	78.0
Dry Cycle	Gaines	60.8	53.1
Chuck Wagon	Ralston Purina	59.3	52.0
Praise	Ralston Purina	66.9	36.7
Purina Blends	Ralston Purina	49.5	36.6
Main Stay	Ralston Purina	21.8	32.6
Fit & Trim	Ralston Purina	23.6	26.0
Hunters Choice	Jim Dandy	21.6	14.0
Alamo Brand	Grand Met USA	12.9	14.0
New Breed	Carnation (Nestle)	53.7	13.5
Jim Dandy Chunk & Ration	Jim Dandy	13.1	13.1
Ken-L-Ration Biscuit & Meal	Quaker Oats	9.2	8.9
Kasco	Piasa	7.3	6.7
Bow Wow	Piasa	8.3	8.2
Field & Farm	Ralston Purina	3.6	4.3
Blue Mountain	Associated Prod	3.9	2.9
Gaines Meal	Gaines	2.6	2.0
Strongheart	Beatrice	2.0	1.9
Vest Nuggets	C.H.B. Foods	1.9	1.8
Friskies Dinner & Cubes	Carnation (Nestle)	5.9	0.2
Sea Dog	Ralston	4.8	30.0
All Other		466.0	531.3
Total		$1,725.0	$1,779.0
Moist dog food			
Gaines Burgers	Gaines	65.0	61.5
Top Choice	Gaines	46.5	44.8
Ken-L-Ration Special Cuts	Quaker Oats	27.9	26.3
Ken-L-Burgers (all types)	Quaker Oats	17.4	12.9
Moist & Meaty	Benco	11.2	11.7
Ken-L-Ration Cheeseburger	Quaker Oats	9.6	6.2
Prime/Puppy Choice	Gaines	5.7	4.3
All Others		3.2	46.3
Total		$186.5	$213.0
Snack dog food			
Milk Bone, Flavor Snacks Bonz	Nabisco Brands	137.0	138.0
Jerky Treats	Heinz	35.4	35.7
Bonz	Ralston Purina	33.6	27.8
Meaty Bones	Heinz	14.0	21.2
Liv-A-Snaps, Beef-Char-O-Snaps	Grand Met USA	18.5	11.7
Beef Bites	Kal Kan (Mars)	—	7.5
Alpo Jerky	Grand Met USA	—	5.0
Snausages	Quaker Oats	—	3.5
Say Cheese, People Crackers	Hi-Life	3.2	2.3
Recipe	Campbell	1.6	1.7
All Others		31.7	36.6
Total		$275.0	$291.0
Canned dog food			
Alpo	Grand Met USA	$200.0	$230.0
Kal Kan	Kal Kan (Mars)	140.0	149.0
Mighty Dog	Carnation (Nestle)	91.0	99.8
Cycle	Gaines	67.9	65.1
Ken-L Ration	Quaker Oats	71.5	61.0
Skippy, Premium	C.H.B. Foods	36.6	56.8
Recipe	Campbell	21.4	23.2
Cadillac	Cadillac	21.2	23.6
Vets	C.H.B. Foods	19.2	19.9
Strongheart	Beatrice	14.4	13.1
Skippy	C.H.B. Foods	11.3	10.5
Blue Mountain	Associated Prod	10.4	9.0
Friskies	Carnation (Nestle)	18.1	8.5
MPS	Kal Kan (Mars)	9.4	7.7
Twin Pet	Allied Foods	5.4	6.9
Laddie Boy	Laddie Pet Food	5.0	5.5
Tender Chunks Dinners	Quaker Oats	5.4	1.9
Henny Pen	Allied Foods	1.6	1.6
All Others		77.2	44.9
Total		827.3	838.0
Soft-dry dog food			
Tender Chunks	Quaker Oats	63.9	81.7
Moist & Chunky	Ralston Purina	23.7	25.2
Kibbles 'N Bits	Quaker Oats	26.8	7.3
Dinner Rounds	Campbell	4.5	4.7
Jim Dandy Tender Moist Chunks	Jim Dandy	3.9	4.0
Kibbles 'N Bits 'N Bits 'N Bits	Quaker Oats	25.3	85.6
Total		$148.1	$208.5

BEST OF PRESS

FLASH REPORT: Newspaper advertising investment for April

April 1985	IN 100 THOUSANDS	IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR		1985	1984	ACTUAL $ G OR L	% G OR L
Amusements	1985		$25,714,822	$25,675,191	+39,631	+0.2
	1984					
Computer stores & supplies	1985		4,267,353	4,408,774	-141,421	-3.2
	1984					
Department stores	1985		78,173,919	76,131,983	+2,041,936	+2.7
	1984					
Food stores	1985		25,038,909	24,019,374	+1,019,535	+4.2
	1984					
Radio, tv, phonographs, records	1985		15,434,428	12,545,261	+2,889,167	+23.0
	1984					
General merchandise stores	1985		36,414,121	33,874,915	+2,539,206	+7.5
	1984					
Alcoholic beverages	1985		2,640,816	2,272,858	+367,958	+16.3
	1984					
Cameras, photo supplies & services	1985		236,487	1,004,841	-768,354	-76.5
	1984					
Computers, equipment & services	1985		4,749,357	5,479,125	-729,768	-13.3
	1984					
Public service utilities & communications	1985		8,446,052	6,237,355	+2,208,697	+35.4
	1984					
Publishing & media	1985		11,684,309	10,902,121	+782,188	+7.2
	1984					
Cigarets	1985		3,025,383	4,609,857	-1,584,474	-34.4
	1984					
Airlines	1985		14,493,062	12,413,295	+2,079,767	+16.8
	1984					
Passenger cars-new	1985		12,835,940	10,989,348	+1,846,592	+16.8
	1984					
Banks & trust companies	1985		9,837,133	8,954,932	+882,201	+9.9
	1984					
Stock, bond & investment houses	1985		1,278,649	1,944,292	-665,643	-34.2
	1984					

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Newspaper ad spending up

New York—The Advertising Age Flash Report for April shows an over-all increase in advertiser spending in major market newspapers of $12 million from year-ago levels.

Over-all, 11 of the 16 categories showed gains, with the largest percentage increases coming in the radio-tv-phonograph-records category, up 23% to $15.4 million; public service utilities and communications, up 35.4% to $8.4 million; airlines, up 16.8% to $14.5 million; new passenger cars, up 16.8% to $12.8 million, and alcoholic beverages, up 16.2% to $2.6 million.

Among other gainers were the department stores category, up 2.7% to $78.1 million; food stores, up 4.2% to $25 million; amusements, up 0.2% to $25.7 million; general merchandise stores, up 7.5% to $36.4 million; publishing and media, up 7.2% to $11.7 million, and banks and trust companies, up 9.9% to $9.8 million.

Among the losing categories were cigarets, off 34.4% to $3 million; stock, bond and investment houses, down 34.2% to $1.3 million; computers, equipment and services, down 13.3% to $4.7 million; computer stores and supplies, down 3.2% to $4.2 million, and cameras, photo supplies and services, down 76.5% to $236,487.

The Flash Report is compiled for Advertising Age by Media Records Inc. from linage measurements in 29 daily and 23 Sunday newspapers in 15 major markets. These markets are: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Good use of spot color leaves a good impression in this ad for GTE-Sprint's Canadian long-distance service, via J. Walter Thompson USA, San Francisco. Art director, Tom Freyer; copywriter, Rachel Gilday; illustrator, Nicholas Sidjkof.

Ogilvy & Mather, New York, did a splendid job in translating the long-running "Do you know me" campaign for American Express from video to print in this effort. We looked twice, both at the model and the card, to make sure she *is* Brooke. Art director, Nancy O'Neal; copywriter, Jeff Atlas; photographer, Henry Wolf; creative director, Tom Rost.

Equally good use of spot color makes this ad, new in the long-running "Dewar's profile" series from Leo Burnett USA, Chicago, for Dewar's scotch. Creative director, Ted Bell; art director, John Eding; copywriter, Richard Rand; photographer, Lawrence Robins.

A good use of color illustrations with long copy drew our attention to this ad for Heinz barbecue sauce, via Ketchum Advertising, Pittsburgh. Creative director, John Dymun; associate creative director, John Chepelsky; art director, Craig Otto; copy supervisor, Kathy Bowen; copywriter, Lynn Epstein.

No, that's not Judy, but she does catch your eye in this color ad for Minolta cameras from William Esty Co., New York. Creative director and copywriter, George Morin; art director, Jack Robson; concept, Peter Olsen.

Best of Press selections are made by a committee of three: Hank Simons, vp-creative director of the Newspaper Advertising Bureau; James Dunsway, vp-information at the bureau, and William F. Gloede, Advertising Age's newspaper industry reporter. National System Inc., St. Louis, provides tear sheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Gloede at AA's New York bureau.

Records

(Continued from Page 3)

that rock music be given motion-picture-like ratings to allow parents greater control over the type of records their children bring home.

PMRC was organized by the wives of more than a dozen powerful figures here, including the spouses of Sen. Albert Gore Jr. (D., Tenn.) and Treasury Secretary James Baker III.

The group contends that the recording industry should not only rate the records but explain the rating: "X" would stand for sexually explicit lyrics, as well as violence, profanity and suicide; "O" for references to the occult, and "D&A" for glorification of drugs and alcohol.

PMRC also has asked the recording industry to do the same for cassettes and music videos; print lyrics on record album jackets; rate concerts "according to lyrics and onstage performance," and either cover all explicit album jackets with a wrapper or keep them "behind the counter" at record stores.

Mr. Gortikov said it would be impossible to follow several of these suggestions.

He proposed, instead, that RIAA's membership, which includes virtually all the large record companies, will print a standard warning label on recording releases, resembling the warnings on cigaret packs.

The label will read something like "PARENTAL GUIDANCE: Explicit lyrics," he said. This label should do the trick because PMRC's core concern is that "an involved parent who diligently wishes to supervise the recording purchases of a child be provided with a means to exercise that parental discretion," he said.

The more specific rating system requested by PMRC is superfluous, Mr. Gortikov said, adding, "It should make no difference to a given parent desiring to 'protect' his or her child whether a given recording contains sexually explicit material or violent material." The choice of multiple rating symbols is unnecessary to accomplish the PMRC's own cited objective."

PMRC earlier had indicated it might accept such generic labeling.

As for PMRC's other requests, Mr. Gortikov said:

- It would be impossible for the recording industry to devote half of each album cover to printing lyrics, not only because this area is used to convey the mood of the record but also because, legally, recording companies seldom own the reprint rights to all the songs on an album.
- As for rating concerts, recording companies are "devoid of definitive control over the performances of their artists."
- Merchandising also is beyond the venue of his industry. The recording industry cannot dictate individual stores' display practices.

PMRC also has asked that the recording industry work with the broadcast media, providing them with lyric sheets and ratings for all videos and songs.

But Mr. Gortikov declared it is up to the media alone to choose what they air. By law, he added, each station is obliged to be familiar with what it broadcasts.

"That is its responsibility, not the role of the recording company," he said.

Mr. Gortikov deplored what he called the PMRC's "unfair" focus on the recording industry. When it comes to influencing children's morals, he said, "Sound recordings take a back seat to the range of explicitness bombarding children from far more accessible media: Prime time television, soap operas, motion pictures, radio, billboards, magazine advertising, coin-vended sex journals, books [and] real-life behavior."

The PMRC also has ignored "the core problems," he asserted, "such as crime, unemployment, poverty, parental permissiveness [and] fragmentation of family units."#

Quarter

(Continued from Page 3)

merly Nadler & Larimer, continues to lose money, acknowledged a Mickelberry spokesman, though he noted that "at the same time we recognize they've gone through extensive management changes." The spokesman said Mickelberry expects results to improve in the second half.

Combined with that, Cunningham & Walsh, which last year lost its huge Brown & Williamson account and closed various unprofitable U.S. offices, only recently has begun to turn the corner. C&W had a "small profit" in the first quarter and "was starting to bounce back in the second quarter. Its 1985 second quarter was much better than its second quarter last year," said the Mickelberry spokesman.

But while C&W posted gains in the second quarter, Mickelberry's Caribiner business-conference subsidiary showed a decline in that period. Although Caribiner is up in 1985's first half compared with 1984, its first-half income this year was primarily in the first quarter, while last year the second quarter was stronger. It contributed $1 million to Mickelberry's profits in the second quarter of 1984, but only $250,000 in the second quarter of 1985, said the spokesman.

International losses also tended to offset domestic gains for the big shops. BBDO was up 9% in domestic revenues but down 6% in international gross income. The Interpublic Group of Cos.' earnings decline in the first six months is "in large part due to the negative effect of an exceptionally strong dollar that continued during most of the first half of 1985 and to weakness of certain foreign operations caused by economic conditions in those countries," explained Philip Geier Jr., Interpublic chairman.

JWT Group's U.S. revenue growth, especially for its J. Walter Thompson USA agency, was particularly strong—up 22% in the quarter and 19% in the year. And JWT, which benefited in its domestic growth by investment spending, particularly on creative staff in recent years, will continue with the same policy over-all. JWT chairman Don Johnston said, "We continue to expect a strong financial performance for the year," adding that JWT is "maintaining high levels of spending in such strategically important areas as multinational client services, the recruitment advertising unit, new-business development, facilities to accommodate our growth and expansion into new markets."

In figures previously not divulged, Mr. Crane of Oppenheimer offered estimates of what JWT has been spending in building its multinational client services organization: $5 million to $5.5 million a year, and $1.2 million in the second quarter.

Last week, FCB reported record earnings and revenues for the second quarter and first six months of fiscal 1985, ended June 30.

Earnings for the second quarter were $6 million, a new quarterly high and an increase of 34.3% over restated earnings of last year. Revenues were $75.4 million, up 5.4%.

Results for 1984 were restated to include Golin/Harris Communications, a pr company merged into Foote, Cone Jan. 1.

Earnings for the six-month period were $7.29 million, up 11.5% from the previous year. Revenues were $138.6 million, a new record, and 5.9% above restated 1984 revenues. U.S. revenues increased 11%, while non-U.S. revenues dropped 7%.

"While results in the second quarter represent a substantial improvement over the first quarter, our revenues continue below our initial 1985 expectations," said Norman Brown, Foote, Cone president.

"The lack of drive in U.S. advertising expenditures to date includes a number of substantial client budget reductions, as well as some postponement of spending in the second half of the year," he said.#

Agency financial results

With the exception of FCB and Ogilvy, which showed strong second quarter and first half net income gains, most of the public ad agencies were flat or down in earnings. Figures are not included for Ally & Gargano, which ends its fiscal year June 30 and hasn't reported yet. *Source:* Advertising Age.

Agency	Income ($000) 1984	1985	(%)	Revenues ($000) 1984	1985	(%)
Second quarter						
BBDO	6,073	5,949	− 2	78,899	83,702	+ 6
DDB	4,072	3,323	−18	58,633	55,698	− 5
FCB	4,526	6,077	+34	71,536	75,415	+ 5
Grey	4,159	4,069	− 2	55,518	57,971	+ 4
Interpublic	14,723	15,261	+ 4	169,512	180,668	+ 7
Mickelberry	460	187	−59	30,929	35,058	+13
Ogilvy	6,376	7,473	+17	108,127	121,212	+12
JWT	6,178	5,762	− 7	128,053	142,170	+11
First half						
BBDO	11,245	10,168	−10	150,760	159,520	+ 6
DDB	5,382	4,429	−18	105,305	106,878	+ 1
FCB	6,542	7,297	+12	130,972	138,648	+ 6
Grey	5,173	5,523	+ 7	95,886	107,599	+12
Interpublic	19,567	19,038	− 3	315,922	328,817	+ 4
Mickelberry	1,261	898	−29	57,993	69,718	+20
Ogilvy	9,503	11,036	+16	201,178	225,115	+12
JWT	9,932	5,971	−40	248,648	268,163	+ 8

Olds honors women execs

LANSING, MICH.—General Motors Corp.'s Oldsmobile division and its dealers are sponsoring a national annual award competition saluting the achievements of business and professional women.

Local chambers of commerce will administer the competitions for the Chamber Athena Award.#

Mecca finds new home

NEW YORK—Mecca Communications, a full-service communications company specializing in healthcare promotion, has relocated to 220 East 23rd St., 10010.

Late Broadcast News

Raise 'Kane' in Nov.; commit 'Sins' in Feb.

NEW YORK—**Dancer Fitzgerald Sample** in its 1985-86 network tv season report says CBS plans a November airdate for its "Kane & Abel" miniseries. "Sins" is due in February," "If Tomorrow Comes" in March and "Dream West" and Procter & Gamble's "Alice in Wonderland" both in April. (Earlier, other agency sources had felt "Kane & Abel" might air in September, "Sins" in October and "Alice" in November.) As previously reported, ABC's "North & South" is set for Nov. 3, 5, 6, 7, 9 and 10 (AA, July 22). The sequel, "Love & War," is due in May. NBC's "Long, Hot Summer" will air in October, "Mussolini" in November and "Peter the Great" in February. "Dress Gray" is likely in March and "Rage of Angels II" in May.

DALLAS—**Bozell & Jacobs** picks CBS to top the coming prime time season. B&J projects CBS will bag a 16.2 rating and 26 share from A.C. Nielsen Co. NBC will run to a virtual tie, though B&J says other factors give the crown to CBS. ABC will get a 15 rating and 24 share. Over-all share is projected to drop to 76 from 77 last season. B&J picks NBC's "Golden Girls" to be the season's only solid hit, with a 25 share. B&J's list of "maybes" (23 to 24 share) includes ABC's "Dynasty II: The Colbys," "The Insiders," "MacGuyver" and "Our Family Honor"; CBS' "Twilight Zone," and NBC's "Amazing Stories," "Hell Town" and "Hitchcock Presents." The "misses" (22 share or less) include five each from ABC and CBS, and two from NBC.

NEW YORK—**LBS Communications** has acquired a minority interest in All American Television. The two barter-syndicators now are discussing several tv programing co-ventures.

NEW YORK—**Capital Cities Communications** and **ABC** have unloaded a total of six radio stations for more than $100 million. Gannett Co., Rosslyn, Va., will acquire ABC's Denton (Dallas), Tex.-based KTKS (fm) for $16 million; Malrite Communications, Cleveland, will buy ABC's KSRR (fm), Houston, and Cap Cities' KLAC (am) and KZLA (fm), Los Angeles, for $75 million, and Park Communications, Ithaca, N.Y., gets WPAT (am, fm), Paterson, N.J., for an undisclosed price. The sales, made in accordance with FCC rules on multiple ownership, are subject to the consummation of the merger between Cap Cities and ABC in January, 1986.#

French

(Continued from Page 3)

where in the last two or three years we've seen a 25% growth in ad expenditures."

It is still not clear who will run the two new independent networks in France or how much commercial time will be available.

But most industry sources agree the new networks will only partially ease the demand for commercial time by advertisers and probably will cause an increase in tv advertising costs.

The government also has to decide whether the two networks will operate on a free-market system or whether they will be as restricted as the three government-run networks.

Retailers and restaurants, for example, are prohibited from advertising on tv in order to protect the French press, which fears the new networks will siphon their ad revenue.

The general-interest network will be run by two existing tv networks, sources say, probably Radio Television Luxembourg and Telemontecarlo, which just got an infusion of capital from the sale of 90% of its Italian network to Brazil's TV-Globo (AA, Aug. 29).

Potential investors in the all-music station include the international agency network Publicis, publisher Daniel Filipacchi, private radio stations Energy and Europe 1, Gaumong Films, Club Mediterranee and the French subsidiary of Virgin Records.

The move is not expected to affect state-run networks TF-1 and Antenne 2. But FR-3, which currently only broadcasts during the evenings, will begin afternoon cultural programing that will be switched to France's TDF-1 satellite network in 1986.

Operations at Canal Plus, the pay tv station, will not change.#

Index to Advertisers

Advertising Age 45,55S,55MW,71
Advertising Age Education 57
Ahrend Associates, Inc 56
American Bar Association Journal 73
American Thermoplastic Company 60
Barron's 8
Beemak Plastics 4
Business Marketing 46/47
CBN Cable Network 49
Chicago Lithographing Company 67
Crain's Chicago Business 51
Crain's New York Business 59
Curtis Licensing Corporation, The 67
De Armas Publications 10
Delta Air Lines 58
Discovery Channel, The 41
ESPN/Entertainment & Sports Programming Network 12
Eva-Tone Soundsheets 56
Fetzer Stations 26
Floridata Inc 56
Fortune 13
Game Show Placement, Ltd 73
Gentlemen's Quarterly 27
Graphic Calculator Company 60
Hammond Incorporated 55E
ICC/International Cube Corporation 12
IMPA/Impact Information 68
Impact Exhibits Inc 54E
Will Jordan 58
KDKA-TV Pittsburgh 21
Kimberly-Clark 68
Kresser,Craig/D.I.K 55W
Le Dufy Hotel 44
Manhattan Cable TV 54E
Marketing Displays, Inc 66
Midwest Decalcomania Co 75
National Enquirer 19
National Yellow Pages Service Assn 43
Nation's Business 29-30
Newsweek 6,10,12,23,24/25
People 9
Popular Computing 50
Prevention Magazine 48
Psychology Today 5
Reader's Digest 78
The Register/Orange County MetroGroup 40
St. Louis Post Dispatch 53
Scholastic Magazine 6
Self Magazine 39
Shopping Center Network 10,66
Sigma Marketing Concepts 60
N. G. Slater Corp 66
TV Guide 11
Telemarketing Corporation of America 17
TradeNet 6
USA Weekend 32/33
U.S. Television & Radio Commercials Festival 73
Van Wagner Superclock, Inc 26
Vogue 35-36
WLTV 23 Miami 52
Wall Street Journal 14/15
Wall Street Jounal Radio Reports 7